

PROMOTING EXPORTS AND MARKETING THEM AT THE LEVEL OF ROMANIA

PROMOVAREA EXPORTURILOR ȘI COMERCIALIZAREA ACESTORA LA NIVELUL ROMÂNIEI

Lecturer dr. Maria Loredana POPESCU, Bucharest University of Economic Studies

Dr. Ovidiu Andrei Cristian BUZOIANU, National College I.L. Caragiale, Bucharest

Lecturer dr. Amelia DIACONU, Artifex University, Bucharest

Drd Elena RUSALCA VELICU, Bucharest University of Economic Studies

Abstract: *The competition between countries, regions, groups of companies and individual companies is becoming increasingly complex, coming to globalization and trade liberalization. Constraints at the competitive level for companies, especially for SMEs, are very difficult to identify and overcome. International trade and the financing of trade must be in the wake of financial crises, but which has an impact on exporters worldwide and implicitly at present there is no full value. New rules and regulations for more prudent behavior with regard to banks and institutions can ensure an impact on exports as well as a precautionary relationship of the bank especially with SMEs. The current context of radical changes in the way of getting involved in international trade and in export, can then grant to companies, groups of companies, as well as manners in the care institutions in order to support a company for a famous application for better creation solutions for men, it also has some lasting competitive advantages*

Key words: *exports, marketing, promotion, SME's*

1. Introduction

Today, it is increasingly difficult for an economic organization to evade the influences that the liberalization and globalization of markets exert both at the level of the world economy and at the level of national economies. Since international competitiveness is a function of many interdependent factors, a holistic approach is essential. The macro, mezzo and micro economic strategic approaches cannot be separated, just as the different institutional, public or private entities, which, through their activity, generate an impact on foreign trade, cannot be separated. However, competitiveness is fundamental to sustainable development and successful economies continually create and recreate competitive advantages. Romania is a market-oriented open economy which, in order to converge towards a sustainable economic development model, must focus on competitiveness.

Export is the only viable way to ensure sustained economic growth, important not only for its quantitative and value increase, but also for increasing the competitiveness of the products and services offered on the international market.

Romania can no longer be defensive or protectionist and focus on problems of access or regularization of the supply of products and services to the internal market. The competitive advantages do not come from protectionism, quotas or preferential access to the market. On the contrary, they lead to stagnation, low levels of entrepreneurial skills and low motivation of the private sector towards efficiency, quality, innovation and development of new products.

In order to reach this objective, the changes made, in the last years, at the level of the real sector in Romania, have led to the relaxation of the ceiling limiting the export capacity of the economy, to the increase of the productivity gains and to the increase of the efficiency in the exporting sectors as well as to the resizing of the demand. of import, with the reduction of the inelastic regression expressed by the weakly developed industries, accompanied by an increase in the demand for imported intermediate consumption correlated with the actual output dynamics.

2. Measures to promote the export of Romania at the microeconomic level

The increase of the volume and the efficiency of the Romanian exports, in the following years, a priority objective of the Romanian Governance Program and of the National Export Strategy, requires, in addition to ensuring the competitiveness of the Romanian products at international level, a stronger and more consistent support of the Romanian entrepreneurs, from the part of the authorized governmental and non-governmental factors, in the complex approach represented by the export activity, firstly in the foundation, elaboration and implementation of international marketing strategies, plans and programs, an area in which they do not yet have the necessary knowledge and competences effective actions.

The process of developing this activity refers to a content whose coordinates have become arborescent and have evolved towards imperative targets: from information to the conviction of the external consumers, from the stimulation of their interest in a product or service to the purchase and the actual consumption, from creating, maintaining and increasing fidelity in the process of purchase and consumption. Through promotion, the company aims to publicize its potential for export and cooperation on the international market in order to increase and diversify exports.

The contemporary international economic situation determines the companies with export activity to carry out promotional activities on the external market, at a high quality level, by which to ensure the propulsion of the exports on the market under conditions of maximum efficiency.

Organizations that are aware of the importance of promotional communication with the international market and successfully use the methods, techniques and tools to promote the products and services intended for export, become more and more substantial segments of the international market.

These include, first and foremost, transnational corporations, which undoubtedly dominate the world economy, large, production-oriented enterprises, but which also have export activity and large trading houses.

At the level of small and medium-sized enterprises, even those in developed countries, the use of promotional tools on the external market can be prohibitive due to the extremely high costs. In these countries, however, they operate, both at governmental level and in the private business environment, specialized organizations in promoting exports and institutions with attributions in the field, which support, first and foremost, SMEs, in promoting their export products and services.

For a variety of reasons, in countries with less experience in supporting the export promotion activity, where these institutions and organizations have been established relatively recently, companies with export activity rarely use the support of specialized institutions in the field, as well as the use of promotion tools and techniques.

3. The activity of promoting Romania's export on international and global markets

At a time when the deregulation and liberalization of trade, the elimination of trade barriers are occurring worldwide, new working methods are emerging in international affairs that raise competition to unimaginable odds until recently, making successful exports to foreign markets, more and more difficult to achieve. Obviously, Romania is also facing acute problems, from the point of view of the export activity.

The comparative analysis of the evolution of exports and imports shows that imports have experienced more rapid growth rates, partly and due to the evolution of world prices of oil, natural gas, coal and the increase of imports of raw materials and materials needed for export sectors.

The more pronounced evolution of imports compared to that of exports has led to a substantial and constant increase in the trade balance deficit, which is expected to reach, at the end of 2017, a record figure of about EUR 22 billion.

At the same time, the level of coverage of imports through exports decreased sharply, reaching in 2016, only 79.1%.

From a macroeconomic perspective, the activity of foreign trade must lead to the acceleration of the economic development and to the performance, deliberately obstructed, in the plane of the Romanian economy, precisely due to the constantly ascending evolution of the trade deficit generated by the much more sustained rates of import growth. The economy of a country is efficient as long as it imports within the limits of what it can cover by export, which does not happen in Romania, in which case for approx. 30% of imports were used different financing sources, probably to the detriment of other activities.

In this regard, the strategic interest of Romania should be focused on the competitive advantages and on the development of the capacities and competences of the export sector, with emphasis on the efficient use of the methods, techniques and instruments for promoting the Romanian products and services for export on foreign markets, in conditions of free trade, in a global economy with strong globalization tendencies.

Today, compared to the reality of the late 1990s, we are witnessing the improvement of the interest given by the governmental factors to the activity of promoting exports, due to the fact that it is understood, to a certain extent, the fact that without a permanent, coherent and sustained activity, in first of all, to promote exports, the strategic objective of transforming this sector of activity into the "engine" of the national economy will remain only a wish.

The system of supporting and promoting export financed from the state budget has a high degree of formalism and a profoundly bureaucratic character. The steps that an exporting company must take in order to benefit from the funds allocated through the Export Promotion Program, an integral part of the Export Support and Promotion System financed from the state budget, in order to carry out specific actions to promote the export. its products and services on the international market are multiple, lasting and particularly difficult.

Also, from a justifying point of view, the form is quite impressive. Moreover, for bureaucratic reasons, the effort / effect ratio shows a low degree of efficiency, the efforts made by the applicants being oversized in relation to the funds possible to be obtained by them (only 50-55% of the total costs involved in organizing a promotional action are financed from the state budget).

For this reason, many of the interested companies either give up their efforts and, if possible, finance their own export promotion activity or give up their promotional actions.

The eligibility process of the exporting companies that will benefit from the facilities granted through the Export Promotion Program, considered to be objective, induces, in its turn, dissatisfaction with the Romanian exporting community, both in terms of criteria and procedures. eligibility, which leads to a decrease in the number of companies participating in the selection process. The implementation of the Export Promotion Program is concentrated around the activity of supporting the participation of the Romanian companies in profile at international fairs and exhibitions, an activity that was carried out in the same manner and until the new system was adopted, largely neglecting the other methods, techniques and tools for export promotion.

Table 1. The degree of use of the funds allocated through the Export Promotion Program, in 2017

- Thousand RON-

No	Name of the instrument	Fund allocated	Fund engaged	Used fond	The degree of use funds allocated (%)
1.	International fairs and exhibitions	118,0	114,0	93,0	85,6
2.	Economic missions	25,0	6,7	5,6	21,0
3.	External representations	28,0	4,4	0,9	0,7
4.	Market studies	15,0	0,85	0,08	0,8
5.	Export offers bulletins	22,0	15,3	7,2	84,0
6.	Advertising and advertising	21,0	8,7	7,6	27,0
	TOTAL	229,0	149,9	114,4	56,3

Source: INNSE

As can be seen from the data presented in the table, in 2017, only slightly more than half of the funds allocated from the state budget were used to finance the actions to promote exports, respectively, 56.3%. The situation is totally unsatisfactory, given the acute need for funds to finance the promotional activity that is manifested in the Romanian companies of profile, especially SMEs. The causes of this state of affairs are manifold and are found, in particular, in the way of designing and implementing the Export Promotion Program.

Where there is experience, due to the fact that the promotional tool in question has been used for a long time by government factors, under similar conditions, the use of funds has been made in more than 80% (participation in international fairs and exhibitions, editing and disseminating newsletters on the export offer of the Romanian companies).

On the contrary, the use of funds for the use of promotional marketing tools that are only now beginning to benefit from funding from the state budget, has been made in derisive proportions, which denotes from the involved governmental factors, a reduced capacity of adaptation and organization for successfully cope with the new conditions created by adopting the Export Promotion Program and the lack of the necessary skills to support and promote, on this basis, the activity of promoting the exporting companies in Romania.

CONCLUSION

In the new conditions existing internationally and of the implications they have at national level, the elaboration and implementation of a strategy to promote the export only by the governmental factors, without close collaboration with the exporting companies, with the business circles, including with the associations professional producers and exporters, is appreciated as an initiative with low chances of success. At present, given that the development of a country's export is considered to be a fundamental element for the advance of the national economy, it seems imperative that the development of the export promotion strategy be considered as a national priority.

In this activity that involves an interdisciplinary approach, all the factors that have a say in this direction must be involved: the ministries of economy, trade, finance, industry, the representatives of the industrial branches with a significant share of the export in production, the

representatives of the trading houses, of the exporters' associations, as well as the specialists of the governmental and nongovernmental organizations for export promotion. In order for an export promotion strategy to be truly effective, it must be closely linked to the other national economic development initiatives.

As a conclusion to the above, it must be emphasized with all firmness that, in any market economy, the main factor that translates into practice the guidelines of the national export promotion strategy is the private sector, which must also participate in the its elaboration, assuming, together with the governmental factors, the responsibility of the success or failure of the respective strategy.

Only by ensuring a viable managerial partnership between the governmental and non-governmental factors involved in the elaboration, implementation and monitoring of the national export promotion strategy is it possible to ensure the success of the promotional activity on the international market.

For the purpose of comparative approach of the situation existing in Romania, in the field of export promotion, compared to the practices existing worldwide, we studied and analyzed the structure and activity of the organizations involved in promoting the existing exports in our country and the results that their promotional effort at had in the plane of the development of the Romanian exports.

From the studies carried out, it was found that the institutions and organizations that carry out specific activities to promote Romania's exports on the international market are grouped, in accordance with the international practice in the field, into two major categories, respectively, specialized organizations in the activity of promoting Romania's export on the international market and institutions and organizations with attributions and in promoting the Romanian export.

Most of these institutions and organizations enjoy professional and administrative autonomy. The efficiency of the activity of these structures is affected and diminished by the limits of the allocated funds, the non-correlation of the activities and their failure to approach a systemic conception and, above all, as mentioned above, the lack of a marketing approach to the activity of promoting Romania's exports.

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